

FOR IMMEDIATE RELEASE

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## *12 Months of Endless Fun begins with Christmas in July!*

**GLENDALÉ, Ariz.** – The weather may be frightful, but shopping in downtown Glendale during *Christmas in July* will be delightful!

Celebrate the joy of the season early on Saturday, July 19<sup>th</sup> from 10 a.m. to 4 p.m. and enjoy a fun-filled day of holiday crafts, sweet treats and exclusive deals in Historic Downtown Glendale.

With only 159 days left to get all of your shopping for gifts and decorations complete, start early and avoid the rush! Start the fun at the Glendale Visitor Center to pick up your holiday map, coupons and gift bag\*(for the 1<sup>st</sup> 500 visitors) and take a spin on our themed prize wheel. Then hop on board the cool and comfortable Glendale Express Shuttle, which will provide rides throughout Old Towne and Catlin Court. Visit boutique stores, specialty shops, and downtown eateries for giveaways and great deals. Christmas music will play all throughout the neighborhood while shoppers can get into the spirit of the season with free interactive entertainment including a Caricature artist from 10 a.m. to 1 p.m., Henna artist from 11 to 2 p.m. and Face Painter from 1 to 4 p.m. Downtown shops will have fun-filled holiday

activities including decorating a Cerreta's Chocolate Christmas tree,

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Christmas card-making at The Creative Quest, and a make-and-take bead bracelet at The Bead Museum, all for a nominal fee. Glendale Flowers will have a make-and-take Snowman flower pot, free for children ages 4 to 12. Miracle Haven will debut their new bakery that will be filled with cookies and goodies galore. Santa himself will be taking a break from making toys to make a stop in the Downtown to pose with all the good little boys and girls for a free Polaroid picture.

The Glendale Visitor Center will be accepting non-perishable food items to benefit the Westside Food Bank. During the summer, the food bank shelves are at their most bare. When a donation is made, visitors will be invited to decorate a paper ornament that will adorn the Christmas tree in the lobby of the Glendale Visitor Center.

*Christmas in July* also kicks off the start of decorating 1.5 million lights for the annual Holiday Festival, *Glendale Glitters*, which was recently awarded Azcentral.com's *Critics' Choice for Best Festival*. The installation of the holiday lights takes over 5,000 labor hours to complete in order to be ready for *Glendale Glitters Spectacular* on November 28 and 29<sup>th</sup> from 5 to 10 p.m.

For more information, contact the Glendale Visitor Center at 623.930.4500 or visit online at [www.visitglendale.com](http://www.visitglendale.com). The Glendale Visitor Center is located at 5800 W. Glenn Drive, Suite 140.

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